

JUL 5 1943

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, JULY 3, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Saturday July 3- July 9	RECRUITMENT DRIVE FOR WAACS AND WAVES During the patriotic week of July 4th, authentic uniforms, equipment, accessories and activities of all women's services will be displayed in the windows. Not only WAACS and WAVES, but SPARS, she-Marines, Army and Navy Nurses and English WAAFS will be shown in a recruitment drive for WAACS and WAVES at Namm's. Booths within the store will supply blanks and full recruitment details during this "Women! Serve With Uncle Sam" week. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	8 WINDOWS AND RECRUITMENT BOOTH
Saturday July 3- July 8	SUMMER EXHIBITION: FASH- ION DESIGN & ILLUSTRATION OF FASHION Exhibition of work illustrating each step in summer course, planned for beginning or advanced students in the Summer Session of the Traphagen School of Fashion which starts in both Art and Clothing Departments on July 7th. For information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL	1680 BROADWAY
Now Showing	FALL SHIRT-WAIST DRESS COLLECTION This specialized blouse-and-skirt maker whose unusual details have given her fashion priority over most, is showing her Fall collection to the Trade and Press. Contact: Mr. Ashley, WI. 2-9274.	GRACE ASHLEY	743 FIFTH AVENUE
Now Going On	DIAMOND ROAD SHOW Because the masses now have money with which to buy diamonds, Sears Roebuck is now doing a lively business in diamonds. Accordingly, a new high in diamond showmanship is now going on. Inaugurating last Wednesday, June 30th, Sears Roebuck Chicago State Street store opened the Diamond Road show, an exhibit of industrial and gem diamonds showing the stone from the moment of mining to its ultimate place on a girl's finger. A number of diamond dealers are backing this road show. Its display murals have been executed by Bill Oakie of New York, and it was previewed by the New York Press in Rockefeller Center several months ago under the auspices of N. W. Ayer & Son. It had its initial try-out in Brooklyn, playing to 50,000 visitors and boosting the sale of diamonds considerably. Its success is due to the increased number of marriages and to the larger incomes among the mass customers. From Sears Roebuck Chicago store, the Diamond Road show will tour 80 additional stores throughout the country. The next stop is Detroit. Contact: Mr. A. J. Maganini, Head of Jewelry, Sears Roebuck, Chicago.	SEARS ROEBUCK & CO.	CHICAGO AND 80 BRANCH STORES

WEEK BEGINNING MONDAY, JULY 5, 1943

Mon., 7/5 CELEBRATION OF INDEPENDENCE DAY.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 5 8:00 P.M. E. W. T.	WAR USES OF RAYON RADIO PROGRAM In the "Cavalcade of America" radio broadcast on Monday night, the news of rayon in 16 rubber products and other war uses will be highlighted on a program whose entertainment consists of a presentation of Stephen Benet's "Listen to the People", starring Ethel Barrymore, with an epilogue by Carl Sandburg. Publicity: Mary Burke, Batten, Barton, Durstine and Osborn, EL. 5-5800.	DU PONT DE NEMOURS	NBC (WEAF)
Beginning Tuesday July 6 9:30 A.M.- 12:45 P.M.	SPEED-UP FASHION MERCHANDISING COURSE This is a 15-week cooperative program which includes lectures, book instruction and actual store work. At the end of the term, the students are ready for jobs in stores. Cost: \$350 for the course. For further details, write for catalog to Miss V. F. Hancock, Register, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
Tuesday July 6 4:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Initial showing of Fall and early Winter Collection. By invitation only. Contact: Mr. Frederick, PL. 5-0895.	WALTER FLORELL	SALON 29 EAST 53RD STREET
Tuesday July 6	FALL OPENING OF UPTOWN MILLINERY MANUFACTURERS The following members of the Millinery Creators' Guild will open their lines simultaneously on July 6th: DAVE HERSTEIN 711 5TH AVE. G. HOWARD HODGE " " " MIRIAM LEWIS " " " EDGAR J. LORIE " " " JEANNE TETE 20 W. 57TH ST. GERMAINE MONTABERT 711 5TH AVE. HARRY SOLOMON " " " VOGUE HATS (GARFUNKEL MAKERS) " " " Publicity for the group: Miss Weintraub, PL. 3-2116.	MILLINERY CREATORS' GUILD	INDIVIDUAL SHOWROOMS
Tuesday July 6	1ST FALL COLLECTION A comprehensive showing of Fall underwear including stockings, lingerie and foundations. Interesting to note is how complete and satisfactory this line is even despite priorities and war shortages. Press by appointment. Contact: Mrs. Mayfield, CA. 5-5155.	VANITY FAIR SILK MILLS	10 EAST 40TH STREET
Tuesday July 6	FALL HAND BAG COLLECTION Contact: MU. 4-5520.	PICHEL, INC.	14 EAST 33RD STREET
Wednesday July 7 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION By invitation only. Publicity: Ruth Ann French, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET
Beginning Wednesday July 7	JUNIOR MUSEUM SUMMER PROGRAM For children who spend their vacation in the city, the Museum has arranged a Summer program with special week day attractions including movies, children's orchestras, artists' crafts and world-wide news of interest. Children always welcome at the Junior Museum. Hours, 10 A.M.-5 P.M. week days; 1-6 P.M. Sunday afternoon. Publ.: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. JUNIOR MUSEUM
Thursday July 8 10:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION By invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday July 10 1:00 P.M.	SPEED-UP LUNCH- HOUR FASHION SHOW This show for mid-town career girls with an hour in which to eat and look at fashions will highlight "Places To Go In New York And Clothes to Wear". Press and public invited. Publicity: Doris Bartnet, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD STREET, 3RD FLOOR
Monday July 12-30 9:00 A.M.- 4:00 P.M.	SUMMER COURSE IN TEXTILE TESTING Summer course in current textile analysis and testing under direction of the U. S. Testing Company's Textile Laboratory. Students will be taught commercial and government testing, by experts. The work includes such fabrics as nylons, rayons, fiber glass, and all the newer synthetics. Registration fee: \$25. For registration, apply to Mr. G. R. Turner, U. S. Testing Co., 1415 Park Avenue, Hoboken, N. J., Hoboker 3-3166.	UNITED STATES TESTING CO., INC.	1415 PARK AVENUE HOBOKEN, NEW JERSEY
Monday July 12 3:30 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Commentary at this hat showing will be by Mme. Paule Madoc. Furs, courtesy of Arnheimer, Inc. By invitation. Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE
Monday July 12- July 16	FIRST CALIFORNIA TOILETRIES SHOW For the first time in California, the Southwest and Western states will be showing a complete national line of cosmetics by leading makers. 45 exhibitors, representing 125 lines are expected. Coincident with this show, the California Gift and Art Show is being held in the same hotel so that main floor buyers and merchandise people from department stores and drug stores are expected in large numbers. This is a Los Angeles Chamber of Commerce idea intended to encourage West Coast makers to go after a market which formerly existed largely in the East only. Contact: Harold Wright, and James Bone, Los Angeles Chamber of Commerce.	NATIONAL COSMETICS MANUFACTURERS	BILTMORE HOTEL LOS ANGELES, CALIF.
Tuesday July 13 9:30 A.M.	MMEA FASHION CLINIC Virginia Pope, Fashion Editor, N.Y. Times, will be directrice of this millinery clinic and will deliver the keynote address. There will be other speakers from the fashion field. Open to MMEA members and retailers throughout the country who happen to be in New York. Admission, \$5 for members; \$10 for non-members. Publicity: Miss Weintraub, PL. 3-2116.	MILLINERY MERCHANDISE EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL ASTOR GALLERY, JADE RM.
Tuesday July 13 7:00 P.M. Dinner, 8:30 P.M. Show	FALL HAT FASHION SHOW AND DINNER "Streamlined but appealing", is the description of this informal dinner and fashion presentation, proceeds to go to a war charity. This showing takes place two weeks after the Fall Millinery Market Openings, which begin June 28th. 52 firms will exhibit: 23 Uptown Houses showing 3 hats each; 21 Popular Price Producers showing 2 hats each; 7 Junior Houses showing 2 hats each; and 2 other firms showing 2 children's hats each. They are: <u>Uptown</u> : Annas', Braagaard, Hattie Carnegie, Bernice Charles, Lilly Dache, Delle Donne, Peg Fischer, Walter Florell, Vogue Hats (Garfunkel Makers), Helene Garnell, Germaine Montabert, Glayds & Belle, Laddie Northridge, Harryson Hats, G. Howard Hodge, Jeanne Tete, John Fredericks, Miriam Lewis, Edgar J. Lorie, Milgrim Hats, Mme. Pauline, Florence Reichman, Sally Victor. <u>Popular Price</u> : Alba, Alfreda, Berkley, Brandt, Joe Cohn, Croyden, Abe Del Monte, Elizabeth, Oscar Friedman, Harry Furst, B. J. Goldenberg, Greenstein & Flaum, Luxor, Walter K. Marks, Frances	MILLINERY STABILI- ZATION COMMISSION	WALDORF ASTORIA HOTEL BALLROOM

(Continued on following page)

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(Continued from preceding page)

and Walter Nelkin, New Schachter, O'Connell, Parfait, David Rothman, Schoen, Woodmere. Junior: Bertlyn, Dobbs, Ann Koppelman, Leighton, Madcaps, Topps. Children's: Greenberg-Fisch, Radcliffe. Admission: \$12.50 for dinner and show; \$7.50 on mezzanine for show only. Contact: Mary Kelly, CH. 4-6547.

Wednesday July 14 11:00 A.M. 5:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION A smart clientele is always to be found at the Erik showings. Press by invitation for the 11:00 A.M. show. At 5:00 P.M., the Trade is invited. Publicity: Elizabeth M. Maher Associates, EL. 5-4248.	ERIK	15 EAST 53RD STREET
Wednesday July 14 5:00 P.M.	PRESS PREVIEW: OPENING NEW SHOP Reine Inc. is the new business venture of the former owner of Reine d'Angelterre of Paris. She will carry a de luxe line of hats, furs, perfumes, and special cosmetics. Fashion Press and Cosmetic Editors, by invitation. Publicity: Countess Albert de Mun, PL. 3-0942.	REINE INC.	4 EAST 57TH STREET
Thursday July 15	PUBLICATION DATE: JUNIOR ISSUE This is a trade publication whose special issue on Junior Fashions will be edited by Tobe. Contact: Mimi Brooks, WI. 7-2790.	WOMEN'S REPORTER	420 LEXINGTON AVENUE
Monday July 19- July 23	NEW YORK KEY DESIGN- ERS' FALL COLLECTIONS 88 Fashion Editors over the country and New York have been invited by the New York Dress Institute during the week of July 19th, to attend numerous sessions of Fall collections shown by the key designers of the New York Dress Institute for the purpose of helping establish New York priority as a national fashion center. Participating designers: Joe Copeland, Claire, McArdle, Clarepotter, Ben Reig, Maurice Rentner, Hattie Carnegie, Norman Norell, Nettie Rosenstein, Anthony Blotta, Fox Brownie. Showings will be held throughout the days at convenient, non-conflicting hours. The climax will be a gala luncheon fashion show on the Roof of the Hotel Pierre on July 23. Strictly by invitation. Publ.: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	VARIOUS SHOWROOMS
Monday July 19- July 24	DALLAS FALL MARKET WEEK Dallas, one of the growing centers of fashion in the United States, is gaily carrying on its casual sportswear clothes creations despite war-time set backs. About 40 progression fashion manufacturers in Dallas, combining sportswear, millinery, shoes and accessories, are pooling their Fall fashion collections in the leading hotels of the city and are inviting retail buyers from the surrounding country to come to the style center of the Southwest to see these comprehensive lines. The vitality of Texas and the charm and casualness of its free-and-easy spectator and active sports fashions make this a well-attended event. The city of Dallas itself, aware of its growing fashion interest, gets behind this Fall market display and makes life as agreeable as possible for store buyers and stylists who come to see and buy these spirited sports clothes.	DALLAS SPORTSWEAR MANUFACTURERS	FASHION & SPORTSWEAR CENTER, ADOLPHUS & BAKER HOTELS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 21 12:30 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON "The Professional Woman", her money, her budget, taxes, insurance, financial plans for the future and all else about her practical existence will be discussed by Jacques W. Bacal, lawyer, budgeteer and financial advisor. Members may bring guests. Luncheon, \$1.65. Contact: CI. 7-1734.	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.

Wednesday July 21 4:00 P.M.	PRESS SHOW: "FASHIONS OF TWO WARS" Mary Lewis will present the fashions of two wars, as culled from the Sears Roebuck Mail Order Catalogue. Press party by invitation only. Details and place where it will be held in later issue. Publicity: Rosemary Shuehan, CO. 5-3147.	MARY LEWIS FOR SEARS ROEBUCK & CO.	PLACE NOT YET SET
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Beginning Monday July 26	<u>OPENING DATES OF COLLEGE SHOPS IN NEW YORK AND METROPOLITAN STORES</u> Other stores' college shop openings will be announced as dates come in.		
	<u>MONDAY, JULY 26</u> B. ALTMAN & CO., 5TH AT 34TH 3rd floor. Details later. Publ.: Faith Willcox, MU. 9-7000.	<u>TUESDAY, AUGUST 3</u> SAKS 34TH ST., HERALD SQUARE 3rd floor. Details later. Publ.: Margaret Pierce, LA. 4-7000.	
	R. H. MACY & CO., HERALD SQUARE 3rd floor. Details later. Publ.: Kay Jones, CH. 4-2000.	<u>MONDAY, AUGUST 9</u> FRANKLIN SIMON, 414 5TH AVE. 3rd floor. Details later. Publ.: Mildred Kaldor, WI. 7-9600.	
	<u>FIRST WEEK IN AUGUST</u>		
	OPPENHEIM COLLINS, 33 W. 34TH ST. Details later. Publicity: Ruth LeBron, WI. 7-8200.	FREDERICK LOESER, 484 FULTON ST. 2nd floor. Details later. Publ.: Rose Rulnick, TR. 5-8100.	
	<u>MONDAY, AUGUST 2</u> LORD & TAYLOR, 424 5TH AVE. 5th floor. Details later. Eleanor Howard, WI. 7-3300.	SAKS 5TH AVE., 611 5TH AVE. 7th floor. Details later. Publ.: Eleanor Lambert, PL. 5-8580.	
	ABRAHAM & STRAUS, 420 FULTON ST. 3rd floor. Details later. Publ.: Emily Adamson, TR. 5-7200.	<u>MONDAY, AUGUST 16 (Tentative)</u> MARY LEWIS, 638 5TH AVE. Details later. Contact: Miss Graham, CI. 7-4401.	

Monday 7/26-8/28	SARATOGA RACE MEET	SARATOGA RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
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Tuesday July 27 3:00- 5:30 P.M.	PRESS OPENING: "FINE FABRICS SALON" News indeed, and a reflection on the tenor of the times, when Saks 5th Avenue, fine specialty shop, adds a "Yard Goods Department". These will be fine fabrics, in keeping with the "very Saks 5th Avenue" standard. Press Opening by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	SEPARATE ENTRANCE 10 EAST 50TH STREET
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Wednesday July 28	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street & Smith) 1 EAST 57TH ST. Contact: Helen Valentine, Promotion Director, PL. 3-1030.		
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Thursday July 29 4:00- 6:00 P.M.	REDY-CUT APPLIQUE FASH- ION SHOW AND COCKTAILS This show will introduce a new fashion item to representatives of country-wide stores and the Press. It is called Redy-Cut Applique and consists of (Continued on following page)	RUZAK INDUSTRIES	RITZ CARLTON HOTEL CRYSTAL GARDENS
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Show At 4:30 P.M.	felt trimmings which are likely to replace embroidery and handwork at this strategic time when the latter are almost unobtainable through lack of manpower. Redy-Cut is applied on all kinds of women's garments, accessories and home furnishings. New York stores tied in with Redy-Cut are B. Altman, Abraham & Straus, and L. Bamberger. Press and Trade are invited to this fashion show by invitation only. Publicity: Ann R. Silver Assoc., MU.2-8633.		
Friday July 30	NEWSSTAND DATE: LADIES HOME JOURNAL COLLEGE ISSUE Contact: Fashion Department, CI. 7-0700.		1270 SIXTH AVENUE
Friday August 6	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) Contact: Albert Kornfeld, MO. 4-7500.		420 LEXINGTON AVENUE
Friday August 6	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE Contact: Esther Lyman, WI. 2-2800.		572 MADISON AVENUE
Wednesday August 11 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY SHOWING Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET
Friday August 20	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE (Street & Smith) Contact: Lois Ullman, Promotion Manager, WA. 9-8070.		79 SEVENTH AVE.
Friday August 20	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE Teen-Age fashions and beauty issue. Contact: Elizabeth Ambrose, EL.5-5200.		
Wednesday August 25	NEWSSTAND DATE: PARENTS' BACK-TO-SCHOOL ISSUE Contact: Mr. Oechener, CA. 5-6810.		52 VANDERBILT AVENUE
Thursday Sept. 2 10:30 A.M.	PRESS PREVIEW: FALL FASHION ORIGINALS By invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET

OUT-OF-TOWN FASHION MARKET DATES

July 11-14..Seattle Fall Market Week, Pacific Northwest Apparel Assoc., Olympic Hotel.
 July 12.....Fall opening, Chicago Millinery Market, Individual Showrooms, Chicago, Ill.
 July 18-20..Detroit Apparel Show, Detroit Manufacturers, Statler Hotel, Detroit.
 July 18-21&
 Aug. 1-4...Calif. Fall Millinery Openings, Los Angeles, Hollywood, San Francisco Millinery Guilds in Los Angeles at Biltmore Hotel, July 18-21, and in San Francisco at Palace Hotel, Aug. 1-4.
 July 18-28..St. Louis Fall Opening, Fashion Exhibitors of America, Statler Hotel.
 July 19-23&
 Oct. 11-14..Dallas Fashion & Sportswear Center, Dallas Fashion Assoc., Baker and Adolphus Hotels.
 July 19-24..Atlanta Fall Market Week, Atlanta Mfrs. and Distributors Assoc., Atlanta.
 July 26-8/7 .Fall Market Season, American Retailers' Assoc., St. Louis, Missouri.
 Week of 8/2 .Interstate Merchants' Council, Chicago Assoc. of Comm., Mdse Fair, Chicago.

DATES AHEAD

July 4 INDEPENDENCE DAY
(Celebrated Mon.)
 Aug. 19 NATIONAL AVIATION DAY (Thurs.)
 Sept. 6 LABOR DAY (Mon.)
 Sept.13 1ST DAY OF SCHOOL (Mon.)
 Sept.23 1ST DAY OF AUTUMN (Thurs.)
 Sept.30 1ST DAY:JEWISH NEW YEAR (Thurs.)*
 Oct. 1 MOVING DAY (Fri.)

RED LETTER WEEKS

Sept. 11-18 NATIONAL FELT HAT WEEK
 Sept. 13-18 CONSTITUTION WEEK
 Sept. 19-25 NATIONAL DOG WEEK
 Oct. 1-11 NATIONAL BRANDS WEEK
 Oct. 2-9 NATIONAL RETAIL FURNITURE WEEK
 Oct. 3-9 FIRE PREVENTION WEEK
 Oct. 3-9 NATIONAL LETTER WRITING WEEK
 Oct. 10-16 NATIONAL BUSINESS WOMEN'S WEEK

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: "BACKGROUND TO DANGER" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 July 2 A Warner Bros. picture starring George Raft and Brenda Marshall. Fashions by Milo Anderson. Publicity: Eva Siegel, CI. 6-1000.

Friday.....PREMIERE: "TWO TICKETS FOR LONDON" (Movie) RIALTO THEATRE, 1481 BROADWAY
 July 2 Universal picture with Alan Curtis and Louise Albritton. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.

Saturday....PREMIERE: "CRIME DOCTOR" (Movie) GLOBE THEATRE, 1555 BROADWAY
 July 3 Columbia mystery picture starring Margaret Lindsay and Warner Baxter. Publicity: Hortense Schorr, BR. 9-7900.

Beginning...COMING ATTRACTIONS AT STADIUM CONCERTS, LEWISOHN STADIUM, 138TH AT AMSTERDAM
 Tuesday Tuesday, July 6---George Gershwin Night, conducted by Alexander Smallens.
 July 6 Thursday, July 8---Viennese Night, conducted by Robert Stoltz.
 8:30 P.M. Monday, July 12---Special Joint Festival with Argentinita and Iturbi.
Wednesday, July 14---Teresa Sterne, 16 year old pianist.
Saturday, July 17---Concert by boy conductor, Lorin Maazel.
Wednesday, July 22---Josef Hofmann, pianist.
 Publicity: Dorle Jarmel, CI. 7-6900.

Tuesday.....FREE WEEKLY SERIES BY N.Y. PARK DEPT., CENTRAL AND PROSPECT PARKS
 July 13- Series of free weekly concerts begins Tuesday in the Mall at Central Park
 July 14 and Wednesday in Prospect Park, Brooklyn. The League of Composers is helping the N.Y. Dept. of Parks to provide talent. First concert will be the American People's Chorus. Also Chinese, Russian and African song and dance groups. July 14th program in Prospect Park, presented by the Sperry Gyroscope Plant. Contact: Lester Stone, CO. 5-1000.

Wednesday...WORLD PREMIERE: "FOR WHOM THE BELL TOLLS" (Movie) RIVOLI THEATRE, B'WAY AT 49
 July 14 Paramount's magnum opus for the year, 1943. The movie version of Ernest Hemingway's novel, starring Ingrid Bergman and Gary Cooper. So certain is Paramount of this smash hit, that it has not even permitted a Press preview. The Press will see it for the first time when the public does. Publicity: Aileen Brenon, BR. 9-8700.

Saturday....PREMIERE: "VICTORY THROUGH AIR POWER" (Movie) GLOBE THEATRE, 1555 BROADWAY
 July 17 This is United Artists' great air picture by Walt Disney dramatizing Major Alexander de Seversky's book. A picture everyone has been awaiting. Publicity: Robin Harris, BR. 9-7300.

Friday.....PREMIERE: "THIS IS THE ARMY" (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND
 July 23 This is the big much-awaited Warner's army movie, produced on Broadway last year by Irving Berlin, featuring George Murphy, Charles Butterworth, George Tobias, Joan Leslie, Lt. Ronald Reagan, Una Merkel, and others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.

Friday.....PREMIERE: "THE CONSTANT NYMPH (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 July 23 This is Warner Bros. romantic escapist movie of the one-time popular novel. It stars Joan Fontaine, Charles Boyer, Brenda Marshall, Alexis Smith and others. Fashions by Orry-Kelly. Publicity: Eva Siegel, CI. 6-1000.

Tuesday....PREMIERE: "THE MERRY WIDOW" MAJESTIC THEATRE, 245 W. 44TH ST.
 August 3 The New Opera Company's first production of the season is "The Merry Widow" starring Marta Eggerth and Jan Kiepura. Director of this popular operetta is Felix Brentano. Conductor, Robert Stoltz. Publicity: James Proctor, WI. 7-1093.

Wednesday...PREMIERE: "LET'S FACE IT" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD
 August 4 This is Paramount's movie version of the big musical which starred Danny Kaye on Broadway. Leading parts in the movie are by Bob Hope and Betty Hutton. Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.